

## NEW SOFTWARE PRODUCT TO INCREASE REVENUE

**ABOUT ADVANCED INDUSTRIAL MEASUREMENT SYSTEMS.** AIMS is an Original Equipment Manufacturer (OEM) based in Miamisburg, Ohio, that makes its own line of Coordinate Measurement Machines (CMMs). It's also a top-notch supply company, performing full-scale CMM servicing and retrofits. With over 20 employees, AIMS produces the Revolution® HB Shop Floor series and the Revolution® LM Lab Grade series, and is dedicated to giving its customers the best possible experience.

**THE CHALLENGE.** AIMS had an idea that could revolutionize its business, but lacked the resources to execute the work. The company was looking for a way to tap into their competitor's market share by creating a software driver allowing their competitors' older machines to communicate with Renishaw's Modus CMM software—software that is also used on AIMS's line of CMMs. By enabling a software upgrade for a fraction of the price of a new machine, the company could reach clients they normally wouldn't come in contact with and help them become more efficient. Once these clients were in a position to upgrade their CMM, they would look to the line of AIMS CMMs.

**MEP CENTER'S ROLE.** The Ohio Manufacturing Extension Partnership, a NIST MEP affiliate, recommended a FASTLANE-MEP Manufacturing Growth Specialist for AIMS to get the software project underway. The FASTLANE specialist worked with AIMS's Director of Product Development to define the needed statement of work. Next, she worked with UDRI's Software Systems Group to execute the software project. The company's investment in FASTLANE paid off in cost-savings and quick results. Last fall, AIMS released the Renewal server as a product: <http://aimsmetrology.com/expanded-capability-software-driver/>. The product is expected to add \$1.5 million in new business to the company, through Renewal sales, service contracts, and new CMM sales.

"My FASTLANE-MEP Manufacturing Growth Specialist is the hardest working non-paid adviser on our team. Because of her I was able to get done in 3 months what would have taken me a year to do on my own. She helped our team to launch 3 new products and become an OEM. I would recommend FASTLANE-MEP to any manufacturer who is trying to grow or solve a specific problem."

-Gary Rockwell, Former Director of Marketing and Product Development

## RESULTS



Forecasted sales of  
**\$1,500,000**



Investments: **\$250,000**



Cost savings of **\$250,000**



Launched **3** new products,  
including the Renewal server

## CONTACT US



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**Manufacturing  
Extension Partnership**